

Advance Sale

Department in the store primed for extraordinary family needs—the wants of the home—will be found at the advance sale. All summer merchandise has been reduced so that it will be of real interest. Not all the bargains are advertised.

8th, Closed All Day Saturdays During July and August

Tomorrow's the LAST DAY of Our

Three-Day Sale of Men's Furnishings

Ever since Friday morning every table in the Men's Department has been surrounded by eager buyers. Our men customers are buying in liberal quantities to supply all their summer needs. Only one more day to benefit by these savings—the sale ends tomorrow at 6 o'clock.

Men's \$1 and \$1.25 Union Suits

Varsity Athletic Union Suits, of striped madras and 72x50 checked nainsook. Perfect closed crotch. Sizes 34 to 46. Perfect quality. (Limit, four suits to a buyer.)

Men's \$1.50 Neglige Shirts, 89c

Of good quality high count percale and corded madras, soft cuffs, perfect quality, sizes 13 1/2 to 17.

75c and \$1 Neckwear, 55c

Of foulard and other fine summer silks, medium shape four-in-hand, blue, green and brown grounds, with all size polka dots.

\$1 Bathing Suits, 69c

Of good quality ribbed cotton, one-piece skirted style, blue with colored hems, also plain blue, regular sizes.

\$1.50 and \$1.75 Union Suits, 95c

Lawrence Mills Union Suits, of white ribbed cotton or habutai, short sleeves and full-length legs; sizes 34 to 46 in eoru, 34 to 46 in white, slight second.

\$1 Athletic Union Suits, 69c

Men's gauze cotton Athletic Union Suits, sleeveless style, with closed crotch. Perfect quality garments. Sizes 34 to 46.

Men's \$1.50 Porosknit Union Suits

Genuine Porosknit Union Suits, short sleeves, knee or ankle length legs; white or tan colors; sizes 34 to 46; perfect quality.

Men's \$2 and \$2.50 Neglige Shirts

Of silk striped madras, Bedford cord, Russian cord, imported and domestic woven madras, oxford and other fine shirtings, soft cuffs, new striped effects and plain white; cut over custom patterns. Guaranteed fast colors. Sizes 13 1/2 to 17.

Men's Suspenders, 34c

Genuine President Suspenders, wide or narrow lisle webbing; striped and plain colors; new stock. (Limit, two pairs.)

Up to \$2 Neglige Shirts, \$1.39

Men's Neglige Shirts, with button-down or plain collar attached; of Oxford, duccetine, light-weight satine and mercerized cotton pique. Plain white, tan, lavender and blue. Full cut sizes. Perfect quality.

\$2.85 and \$3.45 Straw Hats, \$1.95

Clearance of Men's Straw Hats, including "Smart Set" and "Goldenberg Special," all new shapes and every popular braid; all sizes.

Men's Underwear, 35c

Men's Balbriggan and White Gauze Cotton Underwear, short sleeve shirts, full length drawers, with double reinforced seat; all regular sizes; some slightly imperfect; values worth 50c each.

Men's Thread Silk Half Hose

Full Fashioned Thread Silk Half Hose, high spliced heel, double reinforced sole and toe of mercerized lisle, in plain colors; irregular weaves of \$1.00 values.

Women's \$6 and \$6.50 Colored Silk Umbrellas

High-grade taffeta silk, in navy, green and purple. Imitation ivory, bakelite and hardwood handles, with rings to match; others with leather strap handles. Ivory and amber finished tips and club ends. Goldenberg's—First Floor.

\$4.95



Men's 39c Hose, 25c

Onyx and other well known makes; black and plain colors; fully reinforced; all perfect quality.

75c Athletic Underwear, 48c

Men's well known "Faultless" and "Stadium" makes of Athletic Underwear; sleeveless coat shirts and knee length drawers, with reinforced seat. Nearly all sizes. Perfect quality.

Men's Silk Hose, 35c

Thread Silk Seamless Half Hose, sole and toe fully reinforced; black and plain colors; seconds of 65c values.

Men's Garters, 16c

Paris or Boston Pad Garters, plain white and colors; fine lisle webbing. (Limit, two pairs.)

\$3.50 Bathing Suits, \$2.69

Wool-mixed One-piece Bathing Suits, extra fine grade; leather mixtures or plain navy blue; sizes up to 46.

\$2.95 Toyo Panamas, \$1.85

Imitation Toyo Panama Hats, best quality, in sailor, Alpine, optimo, telescope, drop crown and other good shapes. All sizes.

50c Undershirts, 35c

Corwith Mills White Ribbed Cotton Pull-over Undershirts, sleeveless style; sizes 34 to 46; perfect quality.

Notions

Women's Rubberized Household Aprons, full size, well made, attractive patterns. Regular 50c values.

Double-faced Rubber Sheet, 3/4 yard squares; white or maroon finish. Regularly 50c.

Women's Sanitary Elastic Belts, Hickory make; good quality elastic; assorted sizes.

Baby Pants, good quality rubber; correctly made; all sizes; perfect quality; regularly 25c and 39c.

Excello Brand Shirtwast Tees, sizes 2, 3, 19c and 4, Pair.

Shoe or Slipper Ties, Regularly 10c pair.

Imported Marcel Waving Irons, regularly \$1.00.

White Cotton Tape, 24-yard rolls; good quality.

Goldenberg's—First Floor.

31-In. Silk-Stripe Tissue Ginghams

53c

Regularly 65c Yard

31-inch Silk Stripe Tissue Ginghams, one of the season's most popular sheer cotton fabrics for women's and children's wear. A wonderful assortment of beautiful checks and plaids in all sized color combinations, including green and white, pink and white, blue and white, lavender and white, brown and white, rose and white, tan and white, etc.

35c Dress Ginghams, 29c

32-inch Bates Dress Ginghams, the genuine quality, in all wanted checks, plaids, stripes and plain colors. Fast colors.

25c Romper Cloth, 18c

32-inch Romper Cloth, light and dark grounds, in stripes and plain colors; firm woven wash fabric for children's rompers, etc.

30c Shirting Madras, 24c

36-inch Shirting Madras, light grounds, in neat colored stripes; very fine soft-finish quality, for men's and boys' shirts, etc.

Goldenberg's—First Floor.

Women's Belts

Values Worth 50c Each } 29c

Newest White Leather Belts, in black and white, colored combinations and patent leathers; plain or perforated styles, with pearl, celluloid or metal buckles. A large assortment of wanted styles. Goldenberg's—First Floor.

IT PAYS TO DEAL AT

Goldenberg's

BOTH SIDES OF 7TH AT K ST. 'THE DEPENDABLE STORE'

Imported White Organdy

Full 45 Inches Wide—

One's summer wardrobe is hardly complete without an organdy frock or two. Tomorrow's sale price offers attractive savings on organdies of exceptional quality—one of the best imported from Switzerland and brought into this country to sell at almost double the price we offer them in tomorrow's sale.

Every yard crisp and fresh—immaculately white and of the sheer fineness desired for summer dresses. Guaranteed permanent finish, which no amount of washing will harm. Note the width—45 inches.

50c White Voile

40-inch White Voile, a fine two-ply quality, for summer waists and dresses. Regularly 50c.

75c White Wash Satin

36-inch White Wash Satin, a highly mercerized cotton fabric, with heavy satin face finish, for summer skirts. Regularly 75c.

30c Cannon Cloth

34-inch White Cannon Cloth, with the desirable linen finish, for middie blouses, skirts, etc. Regularly 30c.

29c White Nainsook

36-inch White Nainsook, a soft, even thread, kid-finish quality for undergarments. Regularly 29c.

50c White Organdy

40-inch White Organdy, a beautiful transparent quality, that will launder perfectly. Regularly 50c.

50c White Swiss

36-inch White Swiss, a fine sheer quality, in various size dots, including the fashionable pin dot. Regularly 50c.

89c White Voile

40-inch White Voile, a very fine domestic quality, for sheer waists and dresses. Regularly 89c.

69c White Gabardine

36-inch White Gabardine, a yarn mercerized grade, for stylish skirts, dresses, etc. Regularly 69c.

69c White Voiles

36-inch White Voile, two-ply quality, with woven checks, plaids and stylish dots, in various sizes. Regularly 69c.

39c White Batiste

36-inch White Mercerized Batiste, made of fine selected combed yarn, with a beautiful mercerized finish. Regularly 39c.

50c White Dimity

36-inch White Check Dimity, an extra fine quality, in all size checks, from the small pin check to the desirable broken checks, for women's and children's wear. Regularly 50c.

For "the Fourth"

White Sports Hats

In a Varied Selection of New Styles

\$1.89



Off on a boat trip, away on a motor tour, out on the links or at the beach—this is the kind of hat you want—smartly styled and unusually becoming to every type of face.

New White Felt and Straw Hats
New White Ribbon Hats
New White Sailors
New White Georgette Hats
New White Felt and Ribbon Hats

Hats of this quality and style sell for much higher prices generally. You will recognize the unusual values at a glance.

Goldenberg's—Second Floor.

Ami-French Underwear

Beautiful Envelope Chemise and Night Gowns—Regularly \$2.50

\$1.98

So superior in every way to undergarments sold at this price that merely to see them is to recognize their exceptional value. Of beautiful white lingerie cloth, in daintily embroidered designs and scalloped effects. Empire models, with insets of laces and silk ribbons. Large number of attractive styles—extra special at \$1.98.

\$1.50 Ami-French Chemise, \$1.19

Envelope Chemise, of white nainsook, with daintily scalloped yokes and skirts; square and built-up models, in beautiful embroidered designs; all sizes.

\$1.29 Crepe Chemise, \$1.00

Silk and Cotton Plisse Crepe Envelope Chemise, in orchid, white and flesh colors; tailored models with double shoulder straps.

\$1.25 Princess Slips, \$1.00

Of white nainsook; tailored models, with hemstitched hem and yokes prettily stitched in color; all sizes.

Goldenberg's—Third Floor.

\$1.69 Sleeveless Gowns, \$1.39

White Nainsook Sleeveless Nightgowns, square and pointed yokes, trimmed with rows of lace insertions; new models, in a large assortment.

\$2.98 Princess Slips, \$2.50

Of white satin, soft silky quality, with double panel, stylish tailored strap shoulders; also of seer silk; all sizes.

Windsor Crepe Gowns, \$1.39

Genuine Windsor Crepe Nightgowns, beautiful new patterns, in white and colors; daintily stitched or lace-trimmed models; well made and finished.



10c Tubes Cold Cream 6c

Daggett and Ramsdell's Perfect Cold Cream, in tubes.

Ben Hur Extract 1/2 Oz. 28c

The favorite oriental perfume, regularly \$1.20 ounce. (Bottle bottle).

Maderite Syringes 69c

Maderite Fountain Syringes, perfect quality, 1/2 oz. size, for rapid flow tubing and hard rubber pipes.

Women's 50c Onyx Hose 25c

Lisle Hose, with seamed back; in black only, perfect quality.

Women's 29c Vests 19c

Gauze Cotton Vests, low neck, sleeveless, regular and extra sizes.

One Dozen Hair Nets 29c

"Maid of America" Hair Nets, real hair, assorted shades. — Notion Dept.

50c Black Shopping Bags 29c

Of black water-proof auto cloth; good size—Leather Goods Dept.—First Floor.

\$1 Bead Necklaces 44c

Fancy Bead Necklaces, many with tassels; all desirable colors.

5c Bloomer Elastic 10c

Black or white; one-quarter inch width. — Notion Dept.

36-inch Longcloth \$1.39

36-inch Longcloth; soft chambray finish quality. Ten yards in each piece.

50c and 69c Earrings 29c

Pendant and button styles; pearl, jet and crystal effects. Assorted colors.

39c Ribbons 29c

Five to seven inches wide; plaids, flowered, novelty moire and plain colors.

Use the New August Patterns Just Arrived

The advance patterns have already arrived at our pattern counter.

In July you have the advantage of making your clothes in the styles that are usually current in August.

These styles come in the McCall Printed Pattern—easy to sew with, as it has printed lines and printed directions to help you in dressmaking.

Women agree that the new McCall Patterns are the ones to use—for the garment always turns out just as good as it is pictured.

Which is due, of course, to the new McCall PRINTED Pattern—printed for simplicity and accuracy in the cutting out and making of all kinds of clothes.

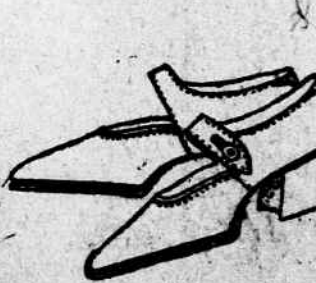
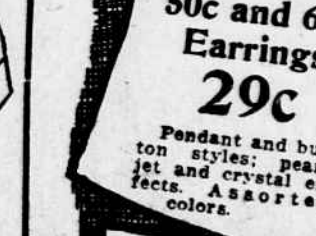
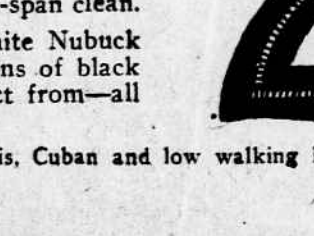
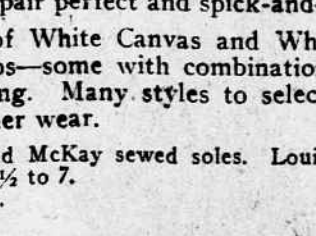
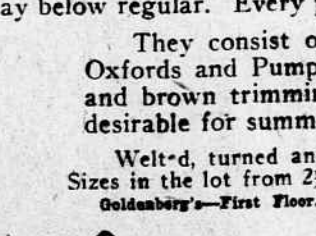
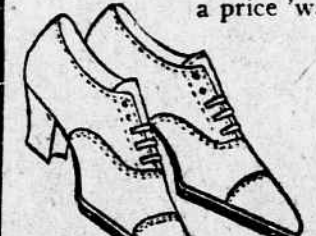
SEE NEW AUGUST STYLES IN THE NEW McCall PATTERN—"IT'S PRINTED."

Goldenberg's is the Most Convenient Place to Buy McCall Printed Patterns.—First Floor.



New McCall Pattern 2808

Goldenberg's is the Most Convenient Place to Buy McCall Printed Patterns.—First Floor.



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